

4.8 LAND USE AND PLANNING

This section of the EIR describes existing land uses within the Beach and Edinger Corridors Specific Plan and in the surrounding area, and evaluates the potential for land use impacts associated with adoption of the proposed Specific Plan. The analysis focuses on the potential for the Specific Plan to result in impacts on existing and planned uses within the project site boundaries and on adjacent community land uses, and the relationship of the Specific Plan to relevant planning policies that guide land use decisions.

Data used in the preparation of this section were obtained primarily from the Huntington Beach General Plan (General Plan), the Huntington Beach Zoning and Subdivision Ordinance (HBZSO), and information from City Staff. Full bibliographic entries for all reference materials are provided in Section 4.8.5 (References) at the end of this section.

Three comment letters were received in response to the IS/NOP from members of the public regarding land use and planning. These comments have been addressed where suitable, and all other comments received, if relevant, have been addressed in the appropriate section within this document.

4.8.1 Environmental Setting

The City of Huntington Beach, located in northwestern Orange County, is a beach community located approximately 35 miles southeast of Los Angeles, immediately adjacent to the Pacific Ocean. The City consists of approximately 17,730 acres, or 27.7 square miles, and is nearly built out with a variety of land uses, including residential, commercial, industrial, institutional, public uses, and streets/highways.

■ Project Site Characteristics

The proposed Specific Plan area (also referred to as the project site) extends along Beach Boulevard, from the Coastal Zone boundary in the south to Edinger Avenue, and along Edinger Avenue from Beach Boulevard westward to Goldenwest Street. Beach Boulevard runs roughly through the center of the City and is one of four arterial corridors in the City providing a continuous north-south connection between Pacific Coast Highway and Interstate 405 (I-405). Edinger Avenue runs due east/west and is one of only four City arterials that cross I-405. The portion of Edinger Avenue within the project site runs along the southern edge of Golden West College and the Bella Terra shopping mall and intersects with Beach Boulevard immediately south of the I-405 interchange.

The total acreage of the project site is approximately 459 acres. The majority of the project site consists of various commercial uses, including retail and office uses. Commercial uses within the corridors are dominated by neighborhood strip-mall stores and restaurants, but also include auto dealerships, hotels, and hospitals. Residential uses are located within the Specific Plan boundaries, but are primarily contained in the southern portion of the project site, south of Adams Avenue.

■ Surrounding Land Uses

The Specific Plan area is located approximately three miles north of the City's downtown, directly southwest of I-405. The site is surrounded in its entirety by commercial, residential, and institutional development. To the east and west, development consists primarily of multi-family and single family residential uses. On the northern portion of Edinger Avenue, institutional uses (Golden West College) and regional commercial uses (Bella Terra Mall) surround the site. Additional uses surrounding the northernmost boundary of the Specific Plan area include commercial, office, hotel, and residential uses. Several modern high-rise buildings with large glass facades are located further north of the Bella Terra Mall within the Towers at Bella Terra office development.

The Specific Plan boundaries are primarily defined by the irregular edges of the residential neighborhoods that lie immediately to the east and west of the corridors. The transition from commercial development along Beach Boulevard and Edinger Avenue to the adjacent residential uses is generally abrupt. Commercial parking lots and loading areas are adjacent to single-family homes. The exception to this condition is along the residential segment of Beach Boulevard, south of Adams Avenue, where residential uses line the corridor.

■ Existing General Plan

The General Plan designates numerous land uses within the project site. These include: Commercial General, Commercial Neighborhood, Commercial Office, Commercial Regional, Industrial, Mixed Use, Mixed-Use Vertical, Mixed-Use Horizontal, Mixed-Use Specific Plan, Public, Residential Low Density, Residential Medium Density, Residential Medium-High-Density and Right-of-Way (refer to Figure 4.8-1 [General Plan Land Use Designations]). However, the majority of the Specific Plan area is designated for commercial development under the existing General Plan.

Permitted land uses within the existing General Plan categories are listed in Table 4.8-1 (Existing General Plan Categories within Proposed Specific Plan Area).

As part of the adoption of the proposed project, the General Plan designation for all properties included in the proposed Specific Plan would be changed to Mixed-Use (M-sp); denoting that development is governed by a Specific Plan. The General Plan Subarea Map and Table would also be updated to be consistent with the new land use designation for the properties.

■ Zoning Designations

The project site has several existing Zoning categories, including: Commercial General (CG), Commercial Office (CO), Industrial General (IG), Industrial Limited (L), Residential Low Density, Residential Medium Density, Residential Medium-High Density, Right-of-Way, and Specific Plan (refer to Figure 4.8-2 [Existing Zoning Designations]). The majority of the proposed Specific Plan area is designated for commercial use.

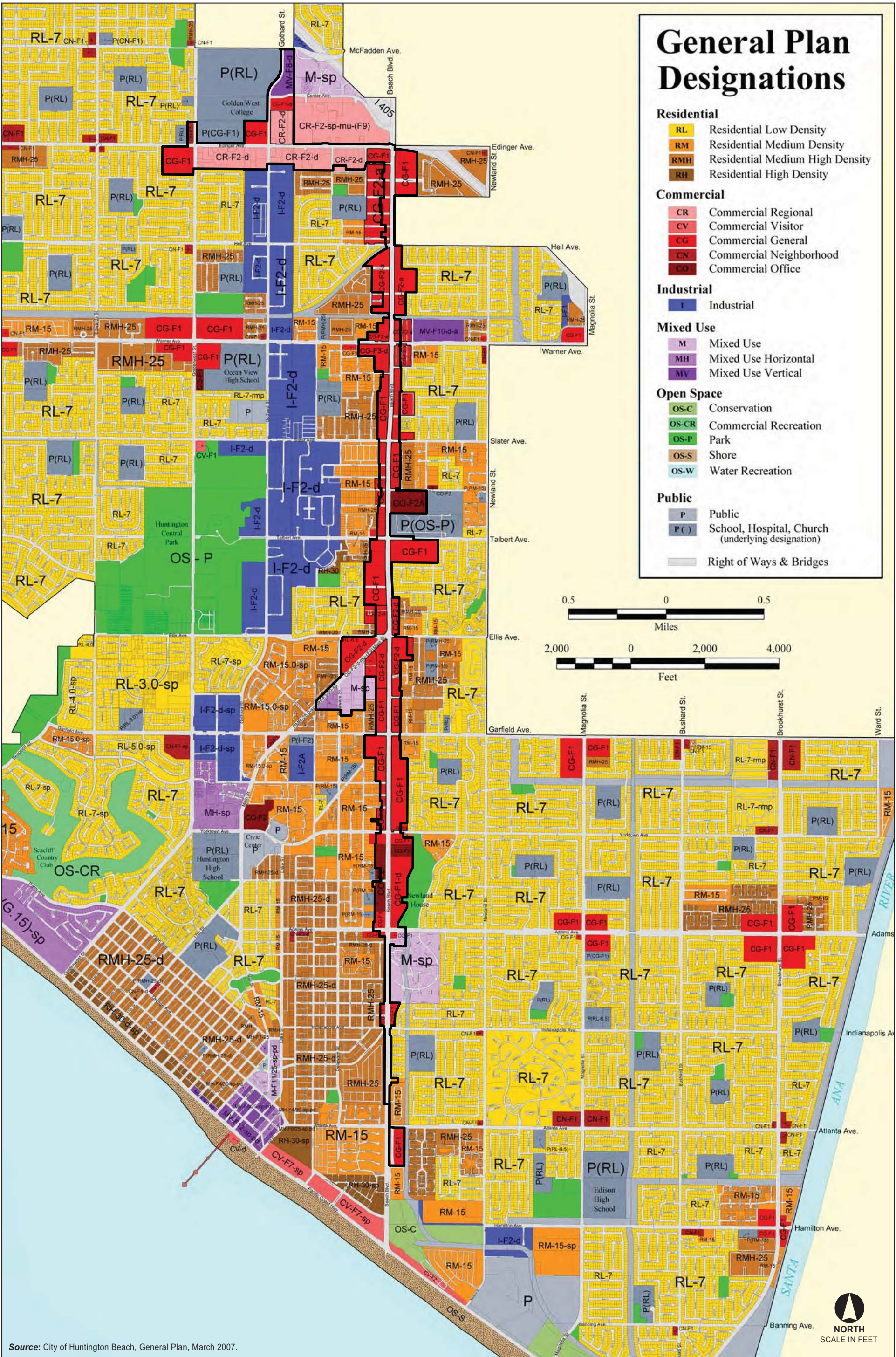


FIGURE 4.8-1
General Plan Land Use Designations

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Table 4.8-1 Existing General Plan Categories within Proposed Specific Plan Area

<i>General Plan Land Use Category</i>	<i>Typical Permitted Uses</i>
Residential Low (RL)	Single-family residential units; clustered zero-lot line developments and granny flats.
Residential Medium (RM)	Single-family residential units, duplexes, townhomes, and garden apartments.
Residential High Density (RH)	Townhomes, garden apartments, and apartments
Commercial General (CG)	Retail commercial, offices, eating and drinking establishments, household goods, food sales, drugstores, building materials, personal services, recreational commercial, overnight accommodations, cultural facilities, government offices, educational, health, institutional, and similar uses.
Commercial Neighborhood (CN)	Small-scale retail commercial, professional offices, eating and drinking establishments, household goods, food sales, drug stores, personal services, cultural facilities, institutional uses, health, government offices and similar uses.
Commercial Regional (CR)	Anchor department stores, outlet stores, "big box" retail, retail commercial, restaurants, entertainment, professional offices, financial institutions, automobile sale facilities, and similar region-serving uses.
Commercial Office (CO)	Professional offices and ancillary commercial services (financial institutions, photocopy shops, small restaurants, and similar uses)
Industrial (I)	Light manufacturing, research and development, warehousing, business parks and professional offices, supporting retail, financial, restaurants and similar uses. Warehouse and sales outlets
Public (P)	Government administrative and related facilities, such as public utilities, schools, public parking lots, infrastructure, religious and similar uses.
Mixed Use-Vertically Integrated Housing (MV)	Single use structures containing Neighborhood (CN) and Commercial General (CG) uses. Mixed use structures incorporating residential units on the second floor and/or rear of commercial uses; with restrictions on the types of commercial uses to ensure compatibility with housing.
Mixed Use-Horizontally Integrated Housing (MH)	Single use structures containing Neighborhood (CN) and Commercial General (CG) uses. Multi-family residential, including townhomes, garden apartments, and mid-high-rise apartments.
Specific Plan (sp)	Permits underlying land uses and requires that a Specific Plan or Development Plan be formulated for large scale, mixed-use multi-phases development projects which provides greater specifically for land use and infrastructure plans, design and development standards, and phasing/implementation.

SOURCE: City of Huntington Beach General Plan, Land Use Element (1996), as amended through 2008.

Permitted Land Uses and standards within the existing Zoning designations are listed in Table 4.8-2 (Existing Zoning Categories within Proposed Specific Plan Area).

The southern portion of the project site at the southeast corner of Atlanta Avenue and Beach Boulevard includes the commercial portions of the Seabridge Specific Plan [SP 3] and the mid-portion of the Specific Plan area south of Five Points includes the Pacifica Community Specific Plan [SP2].

Table 4.8-2 Existing Zoning Categories within Proposed Specific Plan Area

<i>Zoning Category</i>	<i>Typical Permitted Uses</i>	<i>Min. Lot Area (sf)</i>	<i>Height (feet)</i>	<i>FAR/density</i>	<i>Setbacks (feet)</i>
Commercial General	Retail and service businesses	10,000	50	1.5	Side and Front: 10 Rear: 0
Commercial Office	Office, administrative, financial, professional, medical and business needs	10,000	40	1.0	Front: 10 Side:5 Rear: 5
Industrial General	Manufacturing, industrial processing, resource and energy production, general service, and distribution.	20,000	40	0.75	Front (ft.) 10;20 Side: 06/05) Rear: 0
Industrial Limited	Moderate- to low-intensity industrial uses, commercial services, and light manufacturing.				
Residential Low Density	Single family residential	6,000	35	7.26 du/acre	Front:15; Side:3;5 Rear: 10
Residential Medium Density	Single family, duplexes, triplexes, townhomes, apartments and cluster housing	6,000	35	15 du/acre	
Residential Medium-High Density	Apartments in garden type complexes and high rises.	6,000	35	25 du/acre	Front:10; Side:3;5 Rear: 10
Specific Plan	Any type of development that is consistent with the General Plan	2 acres	--	Subject to General Plan	

SOURCE: City of Huntington Beach Municipal Code (2007) accessed February 8, 2009 at http://www.ci.huntington-beach.ca.us/Government/Departments/Planning/zoning_code.cfm

As part of the adoption of the proposed project, a Zoning Text Amendment (ZTA) and Zoning Map Amendment (ZMA) would be necessary to establish the Beach and Edinger Corridors Specific Plan and associated development standards as the guiding regulations for the project site. The Specific Plan would replace the existing Zoning designations and regulations for the area. The ZTA and ZMA would be subject to approval by the Planning Commission and City Council.

4.8.2 Regulatory Framework

■ Federal and State

There are no federal or State regulations related to land use that apply to the proposed project.

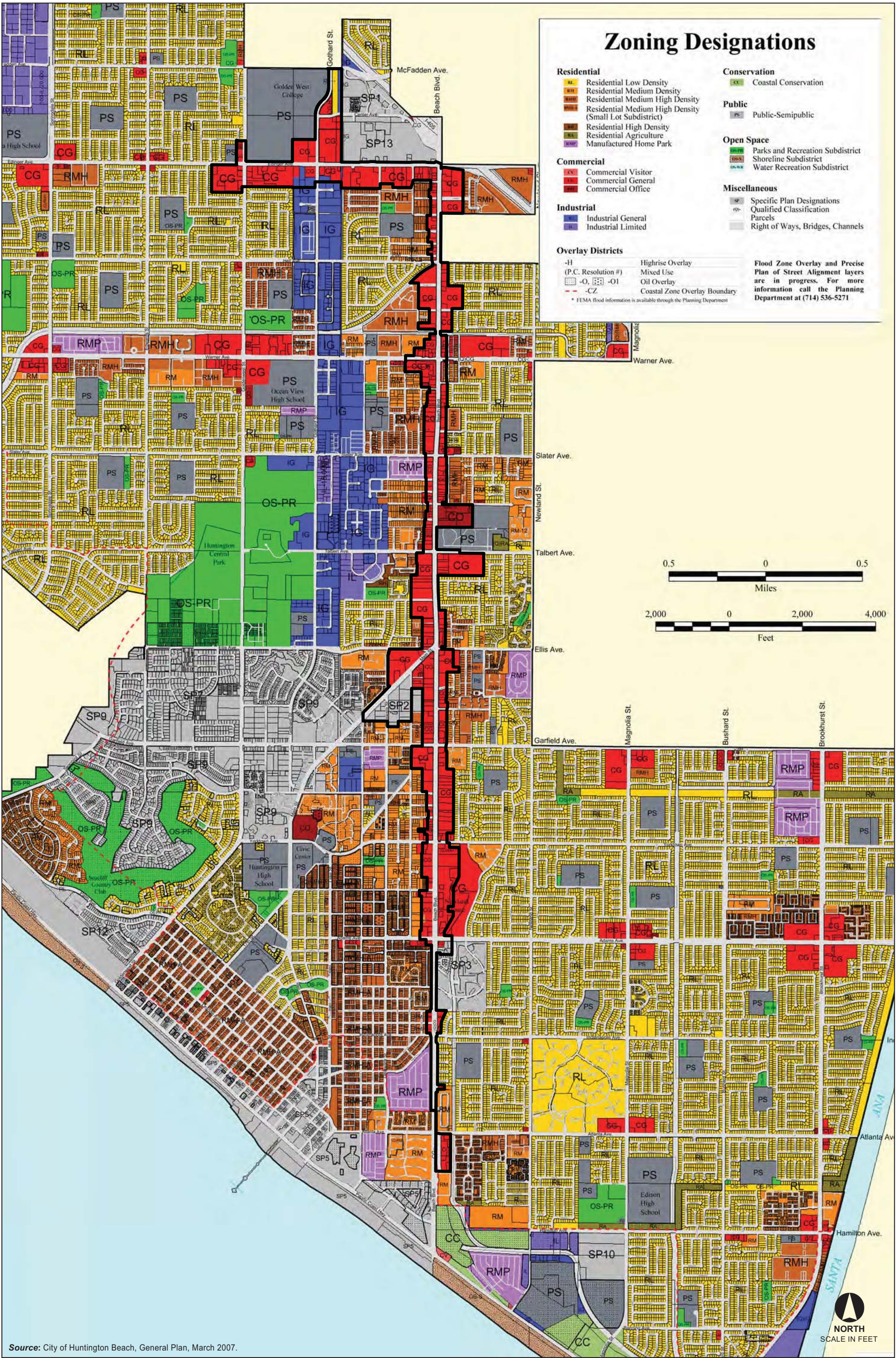


FIGURE 4.8-2
Existing Zoning Designations

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■ Regional

Southern California Association of Governments (SCAG)

SCAG's Regional Comprehensive Plan (RCP), Regional Transportation Plan (RTP), and Regional Housing Needs Assessment (RHNA) are tools for coordinating regional planning and development strategies in southern California. The RHNA assists in identifying current and future housing needs. The RCP is a problem-solving guidance document that takes an active approach in planning the long-term framework for a livable, sustainable, and successful healthier region. Based on the growth management framework of the Compass Blueprint, the RCP ties together SCAG's role in transportation, land use, air quality and planning in order to achieve a better community which serves the needs of a burgeoning population in Southern California. Policies contained in the RCP identified by SCAG as relevant to the proposed project are identified under Impact 4.8-1, along with an assessment of the proposed project's consistency with these policies.

■ Local

City of Huntington Beach General Plan

The City of Huntington Beach General Plan outlines an order of progress through which the City can grow and maintain economic and environmental integrity. As a policy, the General Plan serves as a guide to the adoption of laws necessary to execute its intent. The General Plan is composed of sixteen elements, as follows:

- Land Use
- Urban Design
- Historic and Cultural Resources
- Economic Development
- Growth Management
- Housing
- Circulation
- Public Facilities and Services
- Recreation and Community Services
- Utilities
- Environmental Resources/Conservation
- Air Quality
- Coastal
- Environmental Hazards
- Noise
- Hazardous Materials

The applicable goals, objectives, and policies of each of the above-listed elements are discussed in the section pertaining to the relevant resource in this EIR. The thresholds for analysis of land use impacts include the identification of conflicts with goals and policies. As such, applicable goals and policies in the

Land Use Element of the General Plan related to land use that are potentially relevant to the proposed project are analyzed under Impact 4.8-1.

City of Huntington Beach Zoning and Subdivision Ordinance

Existing uses within the project site are currently regulated by the HBZSO and, for defined areas, the two existing Specific Plans. The HBZSO and Specific Plans include land use controls, which specify the types of land uses permitted, conditionally permitted, or prohibited in each zoning district, and also include special requirements applicable to specific uses. It also includes development standards, which control the height, bulk, location, and appearance of structures. These include requirements for site development, parking and loading, signs, and nonconforming uses and structures. As discussed previously, if approved, the proposed Specific Plan would supersede the existing regulations.

4.8.3 Project Impacts and Mitigation

■ Analytic Method

The analysis in this section addresses the compatibility of land uses identified in the proposed project with existing and planned uses within and adjacent to the project site, as well as consistency with any applicable land use plans, policies, or regulations. Analysis of other elements of the General Plan is provided in the applicable resource sections of this EIR.

■ Thresholds of Significance

The following thresholds of significance are based on Appendix G of the 2009 CEQA Guidelines. For purposes of this EIR, implementation of the proposed project may have a significant adverse impact if it would do any of the following:

- Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect
- Conflict with any applicable habitat conservation plan or natural community conservation plan
- Physically divide an established community

■ Effects Not Found to Be Significant

Threshold	Would the project conflict with any applicable habitat conservation plan or natural community conservation plan?
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There are no applicable habitat conservation plans or natural community conservation plans for the proposed project site. The land is currently developed with limited landscape or natural features. No impact would result, and no further analysis of this issue is required in the EIR.

Threshold	Would the project physically divide an established community?
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The proposed project would not disrupt or physically divide an established community. The project involves the adoption of a planning document for the purpose of guiding and facilitating new investment in and along the City's two primary commercial corridors with a mix of residential and commercial uses. The proposed project would not cut off an existing or proposed transportation route. Therefore, no impacts would occur, and no further analysis is required in the EIR.

■ Impacts and Mitigation Measures

Threshold	Would the project conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?
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Impact 4.8-1 **Implementation of the proposed project would adopt new standards and land uses not currently allowed within the project site. However, the proposed project would not conflict with applicable land use plans, policies, or regulations adopted for the purpose of mitigating an environmental effect. This impact is considered *less than significant*.**

Description of Specific Plan

Beach Boulevard and Edinger Avenue serve as two of the City's primary major commercial thoroughfares and are home to a diverse mix of small and large retail developments, auto sales, residential and institutional uses. While these corridors have recognized some economic success, it is the City's desire to establish a more cohesive integration of land uses and visual identity to the corridors. The proposed Specific Plan establishes a planning and design framework, as well as programs and actions to enhance the economic performance, functionality, and visual character of the Beach and Edinger corridors in accordance with the community's vision for the area.

For ease of analysis, the project site has been divided into five general areas or segments. The overall vision for the Specific Plan is to develop primarily residential and neighborhood retail uses in the southern portion of Beach Boulevard, transitioning to commercial and retail uses in the middle segment of Beach Boulevard, then to a more dense "town center" adjacent to and at the intersection of Beach Boulevard and Edinger Avenue, and extending along Edinger Avenue. Geographically, the intention is to intensify land uses as one travels north along Beach Boulevard from the southern boundary of the Study area, developing a town center concept at the major intersection of Beach Boulevard and Edinger Avenue.

The Specific Plan implements the broad policies established in the General Plan to guide growth and change along the Beach Boulevard and Edinger Avenue Corridors. The Development Code contained within the proposed Specific Plan would replace previous land use and development regulations contained within the HBZSO for those portions of the City covered by the Specific Plan. However, in all

cases, existing uses within the Specific Plan area would be allowed to remain. The development standards and regulations that are contained in the Specific Plan would only apply to new development proposed within the project site. The Specific Plan contains three sections (Books):

1. Community Intent describes the envisioned physical outcomes that the Specific Plan is intended to instigate and the primary means by which the community intends to support the emergence of those outcomes.
2. Development Code establishes the primary means of regulating land use and development on privately owned properties located within the Plan Area.
3. Public Improvements describes the planned investment of City resources to stimulate, promote and support the desired growth and change in the Plan Area

The Community Objectives that have been incorporated into the Specific Plan are as follows:

1. Orchestrate new public and private investment toward the establishment of a more lasting framework for growth and development—a framework of clearly defined districts, centers, street patterns, and local architectural and landscape identity—upon which new development can reliably respond to, build upon, and draw value from.
2. Re-position disinvested corridor properties to capture value in the contemporary marketplace.
3. Begin the transformation of the visual character of Beach Boulevard from “anywhere” strip to its proper role as the iconic gateway to and from the beach, and as the city’s most visible north-south thoroughfare.
4. Promote new investment that supports the growth and success of Bella Terra and Golden West College.
5. Build on the presence of Goldenwest College, Bella Terra, and the existing transit infrastructure to instigate the emergence of a vital and attractive urban district characterized by a synergistic mix of students, customers, residents, pedestrians, transit riders, office workers, and visitors.
6. Instigate the development of a network of pedestrian-oriented streets, promenades and other public open spaces that encourage walking, and ultimately, walking in combination with transit ridership.
7. Enhance pedestrian, bicycle, and vehicular connections between Golden West College, Bella Terra, the Goldenwest Transit Center, and development along Edinger Avenue
8. Balance mobility and community development objectives: enable continued market-driven growth and development while 1) maintaining minimum community mobility standards, and 2) furthering patterns of land use and development that contribute toward long-term regional mobility and livability.
9. Make the most of each increment of new development to build toward a more environmentally sustainable future city and region.
10. Insure that new buildings and landscaping contribute to the emergence of an increasingly visible and memorable visual identity appropriate to the unique history and character of the City.
11. Incorporate Crime Prevention through Environmental Design (CPTED) guidelines into designs to reduce the incidence of fear of crime and create an environment to maximize public safety.

Consistency with Applicable Land Use Policies

As required by Section 15125(d) of the CEQA Guidelines, this EIR discusses any inconsistencies between the proposed project and applicable regional and local plans. The applicable plans relevant to the proposed project, and for which a consistency analysis is also provided, include SCAG's Regional Comprehensive Plan (RCP) and Regional Transportation Plan (RTP), and the City of Huntington Beach General Plan Urban Design and Land Use Elements. Consistency of the proposed project with applicable regional and local plans is provided in the following sections below. In specific cases where the policies or goals are similar, or address similar issues, the consistency analysis has been summarized for multiple policies. If one policy or goal is unique or addresses a specific issue, a separate consistency analysis is provided for that policy.

SCAG 2008 RTP

The 2008 RTP provides a regional investment framework to address the region's transportation and related challenges through the year 2035. SCAG identified regional goals that reflect a balanced approach to transportation planning and decision-making. Those RTP Goals that are most applicable to the proposed project are identified below.

- Maximize mobility and accessibility for all people and goods in the region
- Protect the environment, improve air quality and promote energy efficiency
- Encourage land use and growth patterns that complement our transportation investments and improve the cost effectiveness of expenditures

Consistency Analysis: Although implementation of the project does not include any direct changes to the existing transportation system in the project area or vicinity, the mere implementation of permitted increased mixed-use density on the project site is reflective of the above-listed RTP goals. Mixed-use projects encourage alternative modes of transportation by allowing more live-work opportunities to reduce automobile trips and subsequently help to improve regional air quality. Therefore, by permitting a higher density of mixed uses to occur throughout the project site, the proposed Specific Plan would not conflict with the RTP goals.

SCAG 2008 RCP

SCAG policies are not mandated; rather, they are generally used more for regional advisory purposes. However, because implementation of the proposed project would permit increased mixed-use density throughout the project site, a brief discussion of the project's consistency with the RCP policies is provided below.

RCP Policy LU-5 Local governments should provide for new housing, consistent with State Housing Element law, to accommodate their share of forecast regional growth.

Consistency Analysis: Consistent with SCAG's projected housing needs, the adoption and subsequent rezoning of the Beach Edinger Corridor Specific Plan is a key component of the City's residential sites inventory that would help the City accommodate its share of the regional housing growth allocation as

required by State law. As identified in the City's 2008-2014 Housing Element, SCAG has determined the projected regional housing need allocation (RHNA) for the 2008-2014 Housing Element cycle for Huntington Beach to be 2,092 units distributed among the following income groups: 454 very low income; 369 low income; 414 moderate income; and 855 above moderate income units. The City plans to fulfill its share of regional housing needs using a combination of vacant sites, development on surplus school sites, and the rezoning of existing commercial and industrial uses to residential as part of the adoption of the Beach and Edinger Corridors Specific Plan.

According to the Housing Element, a major component of the Specific Plan is the integration of higher density housing along the corridors, with the following goals:

- 3,000 new units within Edinger Avenue Corridor Area
- 2,000 new units within the Beach Boulevard Corridor Area
- Beach Boulevard in the vicinity of Ellis Avenue—Residential Medium High Density
- Beach Boulevard between Talbert and Heil—residential/commercial mixed-use

In total, it is anticipated that a maximum of 6,400 new housing units could be developed as part of the proposed Specific Plan. The proposed project presents a significant capacity for high-density multi-family and mixed-use development that is more than sufficient to address the City's regional housing needs. In addition, pursuant to the City's inclusionary housing ordinance, at least 10 percent of the units developed under the proposed Specific Plan must be affordable to low and median income households. The proposed project would not conflict with this policy.

RCP Policy LU-7.2 Developers and local governments should integrate green building measures into project design and zoning such as those identified in the U.S. Green Building Council's Leadership in Energy and Environmental Design, Energy Star Homes, Green Point Rated Homes, and the California Green Builder Program.

Consistency Analysis: This proposed Specific Plan is a mixed-use project which is characterized by housing, services, and jobs that are conveniently located in close proximity to each other and is designed to create an active urban streetscape within the City's two major commercial thoroughfares. The overall design and intent of the proposed project is to reduce automobile energy use and encourage pedestrian and transit activity. As discussed in the Development Regulations section of the Specific Plan, sustainable building techniques would be incorporated into new development, wherever possible. Where feasible, project features would be designed to maximize solar gain and minimize heat-reflective surfaces, as well as provide landscaping where appropriate to reduce heat reflection on adjacent structures. In addition, landscaping would be drought-tolerant and locally produced and recycled building materials would be used, where feasible. Water-conserving kitchen and bathroom fixtures would be utilized. The proposed project would, therefore, not conflict with this strategy.

In addition, the City of Huntington Beach has made a strong commitment to Green Building. The City has formed subcommittees to evaluate and develop measures to initiate a Green Building program. Depending on the adoption of the Green Building program, any proposed development within the

project site would adhere to green building standards and regulations. Therefore, future development under the proposed project would not conflict with this policy.

RCP Policy LU-7.4 Local governments and sub regional organizations should develop adaptive reuse ordinances and other programs that will enable the conversion of vacant or aging commercial, office, and some industrial properties to housing and mixed-use with housing.

Consistency Analysis: Land use and form-based development standards established in the proposed project would replace existing regulations and would set forth a series of new standards and public improvements to enhance the corridors' physical image. Specifically, development and building standards, architectural regulations, parking and signage regulations are included in the proposed Specific Plan that would support the conversion and augmentation of underutilized commercial, retail-oriented and vacant land uses into more vibrant and active corridors that support the integration of vertical and horizontal mixed-use development. The mixed-use development includes substantial new housing opportunities. Development standards with the proposed project are designed to coordinate private and public investment activities in the plan area that would enhance the visual quality and economic vitality of the two primary commercial corridors in the City. The proposed Specific Plan also identifies a program of community actions and capital improvements that would help support and instigate the envisioned growth and change that would occur in the proposed Specific Plan area. The proposed project would not conflict with RCP Policy LU-7.4.

RCP Policy LU-2S SCAG shall continue efforts, in collaboration with State agencies and local jurisdictions, to significantly reform State Housing Element law and the Regional Housing Needs Assessment process. These reforms should promote the broad goals stated by the Secretary of Business, Transportation, and Housing and shared by SCAG:

- Each municipality has a clear responsibility to provide housing based on the growth in population and jobs generated in the community.
- Jurisdictions should be able to collaborate in meeting housing needs.
- Planning for housing should be pursued over a longer time frame in line with other major growth planning efforts.

Consistency Analysis: See consistency analysis for RCP Policy LU-5.

City of Huntington Beach Urban Design Element

Goal UD 1.1 Enhance the visual image of the City of Huntington Beach

Policy UD 1.2.1 Require public improvements to enhance the existing setting for all key nodes and pedestrian areas through the consideration of the following:

- a. provide pedestrian connections and visual continuity between the node and the surrounding neighborhoods
- b. N/A
- c. N/A
- d. N/A
- e. enhance the connections, where feasible, between the public sidewalk and private commercial interior open spaces/courtyards as described in the Land Use Element by using decorative paving and landscaping materials, and street furniture
- f. incorporate landscaping to mask oil operations and major utilities, such as the Edison generating station

Policy UD 1.3.1 Require a consistent design theme and/or landscape design character along the community's corridors that reflects the unique qualities of each district. Ensure that streetscape standards for the major commercial corridors, the residential corridors, and primary and secondary image corridors provide each corridor with its own identity while promoting visual continuity throughout the City.

Consistency Analysis: The proposed Specific Plan includes landscaping and street regulations that enhance the connections between public and private areas and public open spaces/courtyards by using decorative paving, awnings, landscaping materials, and street furniture.

The proposed project is consistent with both urban design policies. Policies and standards within the proposed Specific Plan would guide future projects along the corridors, at centers and nodes and within transitional areas. The proposed project's components, including height, density, setbacks, and massing, are designed to be compatible and enhance key nodes and activity areas. A variety of architectural styles are identified in the proposed Specific Plan to provide guidance within the proposed plan that is designed to evoke the architecture of Huntington Beach and surrounding communities. Architectural styles such as Spanish Mission Revival, Contemporary Styles, Craftsman/California Bungalow, and Coastal Vernacular are identified within the plan to provide a basis for reinforcing the City's identity and to provide identity to each district and overall cohesion to the project. The proposed project would not conflict with goal UD1.1 and policies UD 1.2.1 and 1.3.1.

City of Huntington Beach Land Use Element

Goal LU 2 Ensure that development is adequately served by transportation infrastructure, utility infrastructure, and public services.

- Policy LU 2.1.1** Plan and construct public infrastructure and service improvements as demand necessitates to support the land uses specified in the Land Use Plan (as defined in the Circulation and Public Utilities and Services Elements of the General Plan).
- Policy LU 2.1.2** Require that the type, amount, and location of development be correlated with the provision of adequate supporting infrastructure and services (as defined in the Circulation and Public Utilities and Services Elements of the General Plan).
- Policy LU 2.1.3** Limit the type, location, and/or timing of development where there is inadequate public infrastructure and/or services to support land use development.

Consistency Analysis: The proposed Specific Plan includes a variety of capital improvements necessary for implementation of the Specific Plan. These include streetscape improvements for landscaping, lighting, sidewalks, signage, and gateway features, along Edinger Avenue and Beach Boulevard as well as traffic intersection and street network improvements necessary to support future development. As identified in greater detail Section 4.14 (Utilities and Service Systems), the proposed project would include the construction of necessary utilities on-site, including water conveyance pipelines and necessary energy infrastructure.

The Huntington Beach Fire Department and the Huntington Beach Police Department were consulted as part of the development of the EIR. One of the stated objectives of the proposed project includes the incorporation of CPTED guidelines into the design of developments to reduce the incidence of fear of crime and create an environment to maximize public safety. Furthermore, the proposed project includes a mitigation measure to maintain adequate staffing levels necessary to maintain acceptable police and fire response times. All new developments would be required to adhere to current building and fire codes, which require sprinklers and adequate fire pressure for hydrants. Therefore the proposed project is consistent with General Plan policies LU 2.1.1, LU 2.1.2, and LU 2.1.3.

- Policy LU 2.1.5** Permit increases in development capacity consistent with the types and densities of uses depicted on the Land Use Plan (Figure LU-5) and prescribed by Policy 7.1.1, when it can be demonstrated that additional transportation improvements have been implemented or are funded, or demands have been reduced (based on highway level of service and vehicle trips).

Consistency Analysis: The project is not consistent with Policy LU 2.1.5.

The proposed Specific Plan would ultimately allow mixed-use and stand-alone residential development in an area of the City that was not previously designated to permit such uses. The proposed Specific Plan is not consistent with the General Plan land use designations, capacity for the area, or the Zoning Code standards and permitted uses. Implementation of the proposed project would result in changes to land use and development intensity and standards related to site layout, building design, and landscaping. The proposed Specific Plan would require a General Plan Amendment (GPA), Zoning Text Amendment (ZTA), and Zoning Map Amendment (ZMA) as part of the approval of the proposed project.

Subsequently, the Plan's form-based development code would regulate new development based on form and scale. The Specific Plan area would be re-designated Mixed Use (M) in the General Plan to allow maximum design flexibility as indicated by the General Plan Mixed Use land use description.

However, as stated in the City's General Plan, uses along Edinger Avenue have little physical or visual connection. As a consequence, the corridor lacks an overall identity and strong physical anchors. Currently, both the General Plan and Zoning code have designated the majority of land within the project site for commercial use, focusing on general retail and professional office use. Part of the impetus for development of the Specific Plan is that the City has an overabundance of commercially designated property, permitting continued and undifferentiated commercial development along both corridors in the proposed Specific Plan area. The exceptions to this are the properties south of Adams that are predominately designated for residential development.

The proposed project was developed to respond to the issues facing the corridors and improve the existing visual character and quality of the project site and its surroundings. The proposed Specific Plan would provide mixed-use development along both corridors. Anticipated improvements along Beach Boulevard include redeveloped residential uses south of Ellis Avenue and mixed-use developments north of Ellis Avenue, with an emphasis on commercial and medical office. The area along northern Beach Boulevard and Edinger Avenue would become a town center, and would include live/work units, with primarily retail and residential development.

According to the Huntington Beach General Plan EIR build-out calculations, the total General Plan build-out scenario for residential units in the City is 92,679 units. According to the State Department of Finance projections, there were 78,007 housing units in Huntington Beach in 2008. As Huntington Beach is almost fully developed, it is the City's intent to effectively redistribute some of the remaining residential growth that was originally identified in the General Plan to other areas of the City through implementation of the proposed project. However, the City is not undertaking associated efforts to preclude or reduce the amount of residential growth that is currently allowed elsewhere in the City. Therefore, the maximum increase in projected residential development at buildout (6,400 dwelling units) is considered a net increase for purposes of this EIR.

Past residential projects have not reached the full size allowed under the General Plan for those sites. Many residential projects have only been developed to 70 percent of the total allowable size, with the City not reaching its growth potential within the time frame previously anticipated. Full buildout of the proposed Specific Plan would capture less than half of the remaining anticipated residential growth in the City. Consequently, while the City does not anticipate subsequent re-zoning of other areas to reflect the redistribution intent, the project would not necessarily cause the City to exceed the overall General Plan build-out capacity.

In addition, the City's recently adopted 2008–2014 Housing Element identifies the rezoning of the Beach Edinger Corridor Specific Plan as a key component of the City's residential sites inventory that would help the City accommodate its share of the regional housing growth allocation as required by State law. The proposed project presents a significant capacity for high-density multi-family and mixed-use development that is more than sufficient to address the City's regional housing needs. While the General

Plan Amendment (GPA), Zoning Text Amendment (ZTA), and Zoning Map Amendment (ZMA) would be necessary discretionary actions for the proposed project to be consistent with the General Plan and Zoning Code, overall the proposed project would be consistent with the General Plan build-out capacity, 2008-2014 Housing Element, and the broad policies for the project area within the General Plan. The development standards and regulations that are contained in the Specific Plan would only apply to new development proposed within the project site. As part of the adoption of the proposed Specific Plan, individual development projects within the project area would be subject to subsequent review by the City.

Furthermore, as discussed in detail in Section 4.13 (Transportation/Traffic), implementation of the proposed Specific Plan would result in a reduction in overall trip generation as compared to the existing uses under the General Plan. Consequently, although the project would result in an increase in development that is different from that described on the Land Use Plan, because the project would not exceed residential build-out capacity and would reduce the daily trip generation along both corridors (at buildout), the proposed project's inconsistency with this policy is considered less than significant.

Goal LU 4	Achieve and maintain high quality architecture, landscape, and public open spaces in the City.
Policy LU 4.1.1	Require adherence to or consideration of the policies prescribed for Design and Development in the Huntington Beach General Plan, as appropriate.
Policy LU 4.1.2	Require that an appropriate landscape plan be submitted and implemented for development projects subject to discretionary review.
Policy LU 4.1.4	Encourage developers to incorporate mature and specimen trees and other significant vegetation, as defined by the City, which may exist on a site into the design of a development project for that site.
Policy LU 4.1.7	Require all commercial and industrial landscape be adequately irrigated with automatic irrigation systems.
Policy LU 4.1.8	Use reclaimed water for irrigation of public and private landscape, as feasible.

Consistency Analysis: The proposed Specific Plan includes open space regulations and development standards that provide general guidance for landscaping in the overall project area. Specific landscaping plans would be submitted for review by the City as future projects are developed within the project site. Regulations within the proposed Specific Plan require that future developments should preserve mature, existing trees wherever possible and any future or existing plant materials should be incorporated into new development site design.

The proposed project would adhere to all development regulations required by the City. Efficient, automatic irrigation systems would be installed for all new commercial projects. Future development projects would utilize water-conserving plants to the greatest extent feasible, as well as drip irrigation in planter beds and the use of new or relocated mature trees, which require less water than younger

specimens. The City does not provide reclaimed water. Therefore, future development would be unable to utilize recycled water until such time as it became a viable option within the City. The proposed project would not conflict with these policies.

- Policy LU 4.2.1** Require that all structures be constructed in accordance with the requirements of the City's building and other pertinent codes and regulations; including new, adaptively re-used, and renovated buildings.
- Policy LU 4.2.4** Require that all development be designed to provide adequate space for access, parking, supporting functions, open space, and other pertinent elements.
- Policy LU 4.2.5** Require that all commercial, industrial, and public development incorporate appropriate design elements to facilitate access and use as required by State and Federal Laws such as the *Americans with Disabilities Act* (ADA).

Consistency Analysis: Future development that would occur within the project site would be constructed in accordance with existing laws and regulations, including the City's Municipal Code (e.g., Building Code, Grading and Excavation Code, Fire Code, Hazardous Materials, etc.) and other applicable regulations. The proposed project would not conflict with this policy.

The proposed Specific Plan includes specific standards, policies and design guidelines for parking, access, open space, lighting, and other elements to ensure that future development projects are built with the quality and standards outlined in the proposed Specific Plan. The proposed Specific plan includes a network of inter-connected public open spaces that enhance the livability of the area. Depending on the land use, the proposed Plan identifies standards for a variety of parking types such as surface parking lots, structures, and street-parking standards throughout the proposed area to ensure that parking is convenient and accessible. The proposed project would not conflict with Policy LU 4.2.4.

Future developments under the proposed project would be constructed in accordance with existing laws and regulations, including the City's Building Code and any applicable State and federal law requirements such as the ADA. The proposed project would not conflict with Policy LU 4.2.5.

Goal LU 7 Achieve a diversity of land uses that sustain the City's economic viability, while maintaining the City's environmental resources and scale and character.

- Policy LU 7.1.1** Accommodate existing uses and new development in accordance with the Land Use and Density Schedules.

Consistency Analysis: See consistency analysis for Policy LU 2.1.5

- Policy LU 7.1.2** Require that development be designed to account for the unique characteristics of project sites and objectives for community character and in accordance with the Development "Overlay" Schedule, as appropriate.

Policy LU 7.1.5 Accommodate the development of a balance of land uses that maintain the City's fiscal viability and integrity of environmental resources.

Consistency Analysis: Beach Boulevard currently supports numerous commercial, retail, institutional, residential, and other income-generating uses for the City. The proposed Specific Plan is intended to implement a clear and comprehensive vision for growth and change along Beach Boulevard and Edinger Avenue. In particular, the proposed project is designed to coordinate private and public investment activities in the plan area that will stimulate greater economic vitality of the two primary commercial corridors and enhance the visual quality in the City.

Future development permitted under the proposed project would include substantial new mixed-use and commercial development, which offers an opportunity to provide substantially new revenue to the City through commercial sales taxes and property taxes. The adoption of the Specific Plan and a form-based code is intended to provide flexibility to allow developers to build in response to buyer preferences yielding more financially successful projects thereby replacing the commercial-strip development that is no longer in synch with market demand. Implementation of the Specific Plan is anticipated to draw its employees from the City and nearby areas. The proposed project would offer expanded office, commercial/retail uses, and would support the Golden West College since new retail uses associated with the project would not only serve residents located within the project site, but would also serve students, faculty and staff from the college and nearby residents.

In addition, the proposed project would create new permanent employment opportunities within the community. By locating infill development in a pre-existing urban area, the proposed project will have minimal impact on open space, habitat areas, and other biological resources. The project will use water conservation techniques and energy efficient siting and massing techniques. Furthermore the proposed project will encourage pedestrian and transit use throughout the project. As new development occurs, development regulations will facilitate the restructuring of the area into a more pedestrian-friendly area through the development of new streets and pedestrian scaled blocks that provide connectivity between the college, shopping centers, and the transit center. The proposed project would not conflict with Policies LU 7.1.2 and LU 7.1.5.

Policy LU 7.1.6 Accommodate the development of additional jobs-generating land uses that improve the 1992 jobs to housing ratio of 0.82 to 1.0 or greater; to meet objectives of the Regional Comprehensive Plan (Southern California Association of Governments) and Air Quality Management Plan. These should capitalize upon existing industrial strengths and emphasizing the clustering of similar or complementary industries.

Consistency Analysis: The intent of the proposed Specific Plan is to create a mixture of complementary land uses that provide a variety of services, jobs, and housing to residents in an urban environment. The 2008 demographic and housing report of the California Department of Finance indicates that there are currently 78,007 housing units located within the City of Huntington Beach. According to the City's 2008 2014 Housing Element, Orange County Projections (OCP) documented Huntington Beach employment

at 81,559 jobs in 2006, primarily in the retail, service, manufacturing and wholesaling sectors. Given the foregoing, the current jobs-to-housing ratio is approximately 1.05, which meets the City's goal of 0.82 to 1.0 or greater.

While the proposed project permits up to 6,400 new residential units, the proposed project would also include development of significant jobs-generating land uses through the provision of additional commercial uses (738,400 square feet [sf]), hotel (350 rooms) and office uses (112,000 sf), which would augment and replace the underperforming commercial uses currently existing within the project site. Therefore, future development at the project site would not conflict with Policy LU 7.1.6.

Goal LU 8 Achieve a pattern of land uses that preserves, enhances, and establishes a distinct identity for City's neighborhoods, corridors, and centers.

Policy LU 8.1.1 Accommodate land use development in accordance with the patterns and distribution of use and density depicted on the Land Use Plan Map, in accordance with the principles discussed below:

- a. N/A
- b. Vary uses and densities along the City's extended commercial corridors, such as Beach Boulevard.
- c. Increase diversification of community and local commercial nodes to serve adjacent residential neighborhoods.
- d. N/A
- e. Intermix uses and densities in large-scale development projects
- f. Site development to capitalize upon potential long-term transit improvements.
- g. Establish linkages among community areas, which may include pedestrian and vehicular paths, landscape, signage, other streetscape elements, open space, transitions in form, scale, and density of development, and other elements.

Consistency Analysis: See consistency analysis for Policy 2.1.5.

Goal LU 9 Achieve the development of a range of housing units that provides for the diverse economic, physical, and social needs of existing and future residents of Huntington Beach.

Policy LU 9.1.1 Accommodate the development of single- and multifamily residential units in areas designated by the Land Use Plan Map, as stipulated by the Land Use and Density Schedules.

Consistency Analysis: See consistency analysis for Policy 2.1.5.

Policy LU 9.1.3 Require that multifamily residential projects be designed to convey a high level of quality and distinctive neighborhood character as discussed below:

- a. Design building elevations treatment to convey the visual character of individual units rather than singular building mass and volumes.
- b. Locate the elevation of the first occupiable floor at or in proximity to the predominant grade elevation, visually screening subterranean parking facilities from the street frontage.
- c. Include separate and well-defined entries to convey the visual character of individual identity for each residential unit, which may be accessed from exterior façades, interior courtyards, and/or common areas.
- d. Site and design parking areas and facilities that are integrated with but do not dominate the architectural character of the structure.
- e. Include an adequate landscape setback along the street frontage that is integrated with abutting sidewalks and provides continuity throughout the neighborhood.

Consistency Analysis: The proposed project would permit up to 6,400 new residential units. These would be permitted as mixed-use housing with ground-floor retail/office uses and as stand-alone multi-family housing. The Plan's form-based zoning would regulate development based on building form and scale that address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The proposed Specific Plan contains development standards and building scale, frontage, and open space regulations that ensure a high-quality residential product that ensures that parking areas and other facilities do not dominate the architecture or massing of the development. The proposed project includes standards that will ensure high quality courtyards, common areas, landscaping and public open areas. The proposed Specific Plan would not conflict with this policy.

Policy LU 9.1.4 Require that recreational and open space amenities be incorporated in new multifamily developments and that they be accessible to and of sufficient size to be usable by all residents.

Consistency Analysis: Open space regulations are specified in the proposed Specific Plan. Public open spaces are considered outdoor spaces that are accessible to the public and include seating, lighting, and landscaping. Public open spaces can include parks, linear green spaces, squares, plazas, mid-block greens, courtyard plazas, passages/paseos, or pocket park/playgrounds. Private open spaces are considered privately controlled outdoor spaces that are extensions of private indoor spaces, and can include courtyards, private yards, porches, rooftop decks or gardens, and balconies. The amount of both public and private open space required is specified for each Corridor Segment and Center within the Development Standards of the Specific Plan. The proposed project would not conflict with this policy.

Policy LU 9.2.1 Require that all new residential development within existing residential neighborhoods (i.e., infill) be compatible with existing structures, including the following:

- a. Maintenance of the predominant or median existing front yard setbacks;
- b. Use of building heights, grade elevations, orientation, and bulk that are compatible with the surrounding development;
- c. Use of complimentary building materials, colors, and forms, while allowing flexibility for unique design solutions; and
- d. Maintenance of privacy on abutting residences.

Consistency Analysis: The proposed Specific Plan contains development standards, architectural standards, building scale regulations, and frontage and open space regulations, which ensure that parking areas, buildings, and vehicular access emphasize pedestrian activity and the public realm and minimizes adverse impacts to surrounding areas.

The proposed project's design components, including prescribed heights, densities, setbacks, and massing throughout each segment, are designed to create high quality mixed-use environments. A variety of architectural styles are identified in the proposed Specific Plan to provide architectural and design guidance that would create high quality pedestrian-oriented corridors and nodes that blend with the surrounding community. The proposed project would include new landscaping, which would occur as new developments are implemented throughout the project site and would serve to soften and buffer views of the higher density developments. Other design guidelines and requirements in the Specific Plan would help ensure maximum compatibility of design, minimization of light and glare, promote pedestrian-friendly entries and uses, and create visually appealing signage and gateway points. The proposed project would not conflict with this policy.

Goal LU 10 Achieve the development of a range of commercial uses.

Policy LU 10.1.1 Accommodate the development of neighborhood, community, regional, office, and visitor-serving commercial uses in areas designated on the Land Use Plan Map in accordance with Policy 7.1.1.

Policy LU 10.1.3 Require the incorporation of facilities to promote the use of public transit, such as bus turnouts and drop-offs where appropriate.

Consistency Analysis: The proposed project encompasses the existing uses along the Beach Boulevard and Edinger Avenue corridors. Alternative modes of transportation would be accessible for both patrons of the commercial uses, as well as residents of future developments throughout the project site. The OCTA transit center provides a convenient location for alternative transportation by transit. Pedestrian access is a key feature of the Specific Plan. The Plan provides for new and improved pedestrian connections and spaces to retail areas, homes, the college and the transit center. Publicly accessible open spaces would be provided and built with the quality and care necessary to ensure the development of a varied network of well-used, inter-connected public spaces that enhance the livability and walkability of the project site. The incorporation of new landscaping and other outdoor amenities (such as decorative lighting and benches) would provide an additional visual enhancement to the corridors. The walkability of the project site as

well as the easy access to transit facilities would promote reliance on alternative methods of transportation including transit use. The proposed project would not conflict with Policy LU 10.1.3.

- Policy LU 10.1.4** Require that commercial buildings and sites be designed to achieve a high level of architectural and site layout quality.
- Policy LU 10.1.5** Require that buildings, parking, and vehicular access be sited and designed to prevent adverse impacts on adjacent residential neighborhoods.
- Policy LU 10.1.6** Require that commercial projects abutting residential properties adequately protect the residential use from the excessive or incompatible impacts of noise, light, vehicular traffic, visual character, and operational hazards.

Consistency Analysis: The proposed Specific Plan includes form-based zoning that would regulate development based on building form and scale that address the relationship between building facades and the public realm, the form and mass of buildings in relation to one another, and the scale and types of streets and blocks. The proposed project's components, including height, density, setbacks, and massing, are designed to create a high quality mixed-use commercial environment. A variety of architectural styles are identified in the proposed Specific Plan to provide architectural and design guidance within the proposed plan that would create high quality pedestrian-oriented corridors and nodes that blend with the surrounding community.

The proposed Specific Plan contains development standards, architectural standards, and building scale, frontage and open space regulations to ensure that parking areas, buildings and vehicular access emphasize pedestrian activity and the public realm and minimize adverse impacts to surrounding communities. The height of new development on parcels adjacent to existing, approved, or zoned residential buildings would not exceed a height of one floor above the height of the adjacent building's eave line. In addition, there are two specific residential transition zones that are identified in the Specific Plan. In these residential transition zones, buildings heights are limited to three stories. Building scale regulations such as this would ensure maximum compatibility with existing residential uses. Rather than requiring residents to move between properties by automobile, the future development pattern will make walking and bicycling and transit viable choices.

The proposed Specific Plan would not conflict with these policies.

- Policy LU 10.1.7** Require that parking structures located on commercial parcels abutting residential uses (a) be designed to prevent adverse noise and air emission impacts and (b) incorporate architectural design elements, such as façade articulation, offset planes, and landscape, to provide visual interest and compatibility with the residences.
- Policy LU 10.1.12** Require that Commercial General uses be designed and developed to achieve a high level of quality, distinctive character, and compatibility with existing uses and development including the consideration of the following:

- a. Incorporation of site landscape, particularly along street frontages and in parking lots;
- b. Linkage of buildings by common architectural design, landscape, and pedestrian systems, to avoid the appearance of independent freestanding structures surrounded by parking;
- c. Siting and design of structures to facilitate and encourage pedestrian activity;
- d. Siting of one or more buildings in proximity to the street frontage to convey a visual relationship to the street and sidewalks;
- e. Architectural treatment of buildings to minimize visual bulk and mass, using techniques such as the modulation of building volumes and articulation of all elevations; and
- f. Inclusion of consistent signage designed and integrated into the building's architectural character.

- Policy LU 10.1.15** Require that regional commercial developments be designed to convey the visual sense of an integrated center by consideration of the following principles:
- a. Use of multiple building volumes and masses and highly articulated facades to reduce the visual sense of large-scale “boxes”;
 - b. Use of roofline or height variations to visually differentiate the building massing and incorporation of recesses and setbacks on any elevation above the second floor above grade;
 - c. Siting of a portion of the buildings in proximity to their primary street frontage to convey a visual relationship to the street and sidewalks;
 - d. Design of the exterior periphery of the structures to contain shops, restaurants, display windows, and other elements that provide visual interest to parking areas and the street elevation;
 - e. Inclusion of a “public square” as a gathering place of public activity in multi-tenant regional centers;
 - f. Clear identification of building entrances;
 - g. Use of landscape that provides a three-dimensional character;
 - h. Encourage the provision of public art;
 - i. Inclusion of consistent and well-designed signage integrated with the building's architectural character, including pedestrian-oriented signage; and
 - j. Design of parking structures to be visually integrated with the commercial buildings.

Consistency Analysis: The proposed project was developed to respond to the economic, livability and aesthetic issues facing the corridors and is a mechanism to improve the existing visual character and

quality of the project site and its surroundings. Although future development could result in taller buildings compared to existing uses, the overall changes that are proposed would be designed to create visually attractive and compatible uses. With the goal of strengthening Huntington Beach's "sense of place" and architectural identity in mind, the Specific Plan provides guidance for architects and developers to make sensitive reference to, incorporate, and/or harmonize with characteristics of predominant architectural styles such as massing, horizontal and vertical scale increments, façade composition, roof form, architectural elements, materials, and colors.

The proposed project would include new landscaping that would occur as new developments are implemented throughout the project site and would serve to soften and buffer views of the proposed structures. Publicly accessible open spaces would be provided to ensure the development of a varied network of well-used, inter-connected public spaces that enhance the livability of the project site. Other design guidelines and requirements in the Specific Plan would help ensure maximum compatibility of design, minimization of light and glare, promote pedestrian-friendly entries and uses, and create visually appealing signage and gateway points.

Goal LU 11 Achieve the development of projects that enable residents to live in proximity to their jobs, commercial services, and entertainment, and reduce the need for automobile use.

Policy LU 11.1.5 Require that mixed-use development be designed to mitigate potential conflicts between the commercial and residential uses, considering such issues as noise, lighting, security, and truck and automobile access.

Consistency Analysis: The proposed project is designed to encourage revitalization of the project site and would permit the conversion of existing underutilized and vacant properties into integrated mixed-use residential and commercial developments that would enhance housing and employment opportunities of the surrounding neighborhoods and would encourage walking and transit use. Landscaped buffers would be incorporated into individual developments to provide a pleasing transition to adjacent neighborhoods and between residential and commercial areas. The Specific Plan contains special building height limits for new development across the street and adjacent to housing, thus reducing the impact of new development on light-sensitive receptors.

Furthermore, as a standard condition of approval, the City requires that all outdoor lighting be directed to prevent light spillage onto adjacent properties, with indication of such provision on the final site plans. The City's development review process will allow decision makers the opportunity to comment upon the proposed project's architecture to ensure that the project's visual aspect satisfies the City's design guidelines and land use policies. The proposed project would not conflict with this policy.

Policy LU 11.1.7 Require that mixed-use development projects be designed to achieve a consistent and high quality character, including the consideration of the:

- a. Visual and physical integration among the commercial and residential uses:

- b. Architectural treatment of building elevations to convey the visual character of multiple building volumes and individuals storefronts and residential units;
- c. Inclusion of separate and well-defined entries that convey the visual character of individual identity for commercial use and each residential units, which may be accessed from exterior facades, interior courtyards, and/or common areas.
- d. Siting and design of parking areas and facilities to be integrated with and not dominate the architectural character of the structure(s); and
- e. Inclusion of exterior site landscape, where feasible.

Consistency Analysis: See consistency analyses for Policies LU 10.1.7, LU 10.1.12, and LU 10.1.15.

Goal LU 15 Achieve new development that enhances the City's quality of development and sense of place, goals for community character, and preserves significant historical resources.

Policy LU 15.7.1 Allow the development of residential uses in conjunction with the underlying commercial designation. The Mixed Use overlay permits the development of horizontally or vertically integrated mixed-use projects. The design and density for a mixed-use project shall be as shown on the Land Use Map (See Table LU-2B for more detail). If a mixed-use project is not proposed, then the density of the underlying commercial designation shall be utilized.

Consistency Analysis: See consistency analysis for Policy LU 2.1.5

Summary

Overall, the proposed project is consistent with the City's land use policies that generally encourage projects to provide a mix of uses that are compatible and harmonious with surrounding development, and offer pedestrian amenities that enhance the image and quality of life and the environment. The proposed project is also consistent with General Plan policies that are designed to address the image of the community, promote compatibility between land uses, and support the City's image as a regional activity center that would provide the community and region with economic and service benefits.

However, the proposed Specific Plan is not consistent with the General Plan land use designations, identified capacity for the area, and the Zoning Code categories, standards, and permitted uses. Implementation of the proposed project would result in changes to land use and development intensity and standards related to site layout, building design, and landscaping. A General Plan Amendment (GPA), Zoning Text Amendment (ZTA), and Zoning Map Amendment (ZMA) would be required for approval of the proposed project. The Specific Plan would need to be designated Mixed Use (M) in the General Plan to allow maximum design flexibility as indicated by the General Plan Mixed Use land use description. The Plan's form-based development code would replace the existing Zoning categories and subsequently regulate future development based on form and scale.

The proposed project was developed to respond to the issues facing the corridors and improve the existing visual character and quality of the project site and its surroundings. The proposed Specific Plan implements the broad policies established in the City of Huntington Beach General Plan to guide growth and change along the Beach Boulevard and Edinger Avenue Corridors. The Development Code contained within the Specific Plan would replace previous land use and development regulations contained within the Huntington Beach Zoning and Subdivision Ordinance for these portions of the City.

The proposed Specific Plan would ultimately allow mixed-use and stand-alone residential development in an area of the City that was not previously designated to permit such uses. Given that the City is nearly fully developed, it is increasingly important for the City to actively manage the remaining vacant land to accommodate sustainable future growth. Past residential projects have not reached the full size allowed under the General Plan for those sites, with the City not reaching its growth potential within the time frame previously anticipated. In addition, very few remaining vacant residential sites in the City can achieve the maximum densities allowed by their land use designation due to a variety of site-specific constraints such as lot size, zoning designation, and accompanying development standards. Through implementation of the proposed project, it is the City's intent to meet future housing needs by redistributing the overall residential growth that was originally identified in the General Plan to other areas of the City.

Full buildout of the proposed Specific Plan would capture less than half of the remaining anticipated residential growth in the City (as outlined in the General Plan.) Consequently, while the City does not anticipate subsequent re-zoning of other areas to reflect the redistribution intent, the project would not necessarily represent an increase in housing above what was projected in the General Plan buildout scenario. Moreover, the City's General Plan land use policy would prevent that from occurring.

While the General Plan and Zoning Code amendments would be necessary discretionary actions for the proposed project to be consistent with the General Plan and Zoning Code standards, overall the proposed project is consistent with broad vision and policies of the General Plan, the citywide General Plan build-out capacity, the 2008—2014 General Plan Housing Element, and the community vision for the area. Therefore, the impacts of the proposed project are considered *less than significant*.

4.8.4 Cumulative Impacts

This cumulative impact analysis considers development of the proposed project, in conjunction with anticipated cumulative growth as represented by implementation of the City of Huntington Beach General Plan and development within the vicinity of the project, as identified in Table 3-2 (Cumulative Projects). Generally, cumulative development within the City and surrounding communities would result in changes to the existing land use environment through conversions and/or intensification of existing land uses (e.g., from industrial to commercial, or commercial to mixed-use), or through the conversion of vacant land to developed uses.

Cumulative land use impacts have the potential to occur where a number of projects have the potential to negatively change the overall land use of an area by affecting adjacent existing uses. Adherence to

existing land use plans, policies, and regulations generally prevent such occurrences. Future development in the City and neighboring communities would be reviewed for consistency with adopted land use plans and policies, in accordance with the requirements of CEQA, the state *Zoning and Planning Law*, and the state *Subdivision Map Act*, all of which require findings of plan and policy consistency prior to approval of entitlements for development. It should be noted that future projects could also include General Plan amendments and/or zone changes. However, modifications to existing land use patterns that require such amendments do not necessarily represent an inherent negative effect on the environment, particularly if the proposed changes do not conflict with the policies that were specifically adopted for the purpose of avoiding or mitigating an environmental effect. Cumulative projects primarily result in development or redevelopment of sites in order to enhance existing land use patterns within areas of the City, and are therefore generally anticipated to be compatible with adjacent uses. However, should such analysis identify significant land use impacts, mitigation measures would be required to reduce those impacts to a less than significant level. Absent effective and feasible mitigation, the City may determine that the benefits derived from the proposed land use changes are sufficient to justify adoption of a Statement of Overriding Considerations, permitting the revisions and their associated projects to proceed.

Other than the proposed project, this type of wide-scale change is not foreseen in any other portion of the City or adjacent communities. The proposed Specific Plan represents the primary catalyst for substantial land use changes within the City. The proposed Specific Plan includes a GPA/ZTA amendment to facilitate medium to high-density mixed-use developments throughout areas of the project site. This represents a departure from the existing commercial uses that are currently designated on site; however, the inclusion of residential uses along the corridors would be compatible with the land uses that surround the Specific Plan area, as demonstrated in the consistency analyses of this section.

While the General Plan and Zoning Code amendments would be necessary discretionary actions for the proposed project to be consistent with the General Plan and Zoning Code standards, overall the proposed project is consistent with the broad vision and policies of the General Plan, the citywide General Plan build-out capacity, the 2008–2014 General Plan Housing Element, and the community vision for the area. Therefore, the cumulative impact associated with conflict of future development with adopted plans and policies would not be cumulatively considerable, and would be ***less than significant***.

4.8.5 References

- California Department of Finance. 2008. E-1 Population Estimates for Cities, Counties and the State with Annual Percent Change—January 1, 2007 and 2008. Sacramento, California, May.
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